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## SHERIDAN ROSS

A Professional Corporation  
ATTORNEYS AND COUNSELORS AT LAW1560 BROADWAY  
SUITE 1200  
DENVER, COLORADO 80202-5141TELEPHONE (303) 863-9700  
FACSIMILE (303) 863-0223  
E-MAIL srlaw@sheridanross.comTODD P. BLAKELY  
GARY J. CONNELL  
SABRINA C. STAVISH  
JOSEPH E. KOVARIK  
SUSAN PRYOR WILSON  
LEWIS D. HANSEN  
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SARAH J. MILLER  
DARLA G. YOERG, Ph.D.  
DAVID L. WALKER  
IAN R. WALSWORTH  
JOHN C. STOLFA, Ph.D.PATENTS  
TRADEMARKS  
COPYRIGHTSPHILIP H. SHERIDAN  
1923-2006KERMITH F. ROSS  
1910-1986OF COUNSEL  
DAVID F. ZINGER  
SCOTT R. BIALECKI  
JASON H. VICK\*  
KATHLEEN S. TAYLOR\*admitted in NY and Washington, D.C.;  
not admitted in COTECHNICAL SPECIALISTS  
DENNIS J. DUPRAY, Ph.D.  
ANGELA DALLAS SEBOR, Ph.D.  
MATTHEW R. ELLSWORTH  
BRIAN J. IGNATFACSIMILE COVER SHEET

Please deliver the following page(s) to:

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Serial No.: 10/697,681

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*Attached Request To Reset Period for Reply to Office Action (MPEP § 710.06)*

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OCT 23 2007

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

CASE

Serial No.: 10/697,681

Filed: October 29, 2003

Atty. File No.: 4988-1

For: "READERBOARD SYSTEM"

) Group Art Unit: 3611

) Examiner: DAVIS, C. H.

) Confirmation No.: 9829

) REQUEST TO RESET PERIOD FOR  
) REPLY TO OFFICE ACTION  
) (MPEP § 710.06)

## CERTIFICATE OF FACSIMILE TRANSMISSION

I HEREBY CERTIFY THAT THIS PAPER IS BEING  
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October 23, 2007

SHERIDAN ROSS P.C.

BY: *Margaret Lin*

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

An Office Action was mailed in the above-identified patent application on October 9, 2007. Applicant submits that this Office Action contains errors that affect Applicant's ability to reply to the Office Action.

Where the citation of a reference is incorrect or an Office Action contains some other error that affects Applicant's ability to reply to the Office Action, and this error is called to the attention of the Office within one month of the mail date of the Action, the Office will restart the previously set period for reply to run from the date the error is corrected, if requested to do so by Applicant. (MPEP § 710.06.)

*Application Serial No. 10/697,681*

The front page of the Office Action summary page states that Claims 1-7, 9-13, 15-17 and 19-25 are pending. However, in the previous Amendment and Response, submitted via EFS-Web on June 28, 2007, new Claims 26 and 27 were added. In addition to not being listed in the Office Action Summary as pending, Claims 26 and 27 are not addressed in the detailed Action.

Because the status of Claims 26 and 27 was not addressed in the Office Action, Applicant cannot reply to the Office Action. It is not known to Applicant whether or not Claims 26 and 27 are rejected, allowed or objected to, and it is further submitted that the failure to state the status of Claims 26 and 27 is a clear error in the Action.

In addition, at least some elements of other claims are not addressed by the Office Action. For example, the recitation in Claim 1 that "a first portion of said substantially continuous message at said bottom edge of said first panel element is obscured by the first track and is not displayed to a viewer when said first panel element is installed in a first row of said readerboard" and "wherein a second portion of said substantially continuous message at said top edge of said second panel element is obscured by the first track and is not displayed to a viewer when said second panel element is installed and a second row of said readerboard" are not addressed in the detailed Action. Moreover, there are similar omissions with respect to independent claims 7 and 12. As all of the elements recited by the claims are not addressed by the Office Action, it is unclear to Applicant whether such elements are considered by the Examiner to overcome the prior art. Accordingly, Applicant cannot effectively reply to the Office Action.

In a brief telephone discussion between the undersigned and Examiner Davis held on October 22, 2007, the undersigned noted the omissions discussed above, and further noted that the Office Action appeared to be a direct copy of the previous Office Action. The Examiner requested that the undersigned submit a written request for a new Office Action to allow her to correct the errors and reset the deadline for reply. No other matters were discussed.

For these reasons, Applicant requests that the errors be corrected, and that the period for reply be reset to run from the date the error is corrected. These errors are being brought to the attention of the Office within the period for reply set in the Office Action, and less than one month after the date of the Office Action. No fees are believed due in connection with this

*Application Serial No. 10/697,681*

submission. However, if this is incorrect, the undersigned hereby authorizes that any fees due for the filing of this document be charged to Deposit Account No. 19-1970.

Respectfully submitted,

SHERIDAN ROSS P.C.

By: 

Bradley M. Knepper

Registration No. 44,189

1560 Broadway, Suite 1200

Denver, Colorado 80202-5141

(303) 863-9700

Date: October 23, 2007